



NEW OCEANS
— DIGITAL —

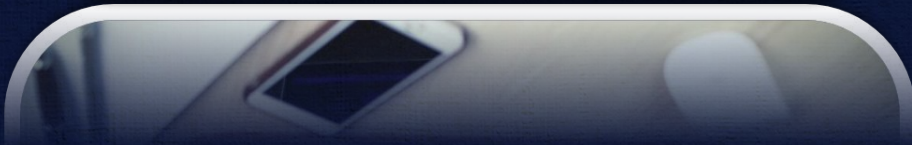
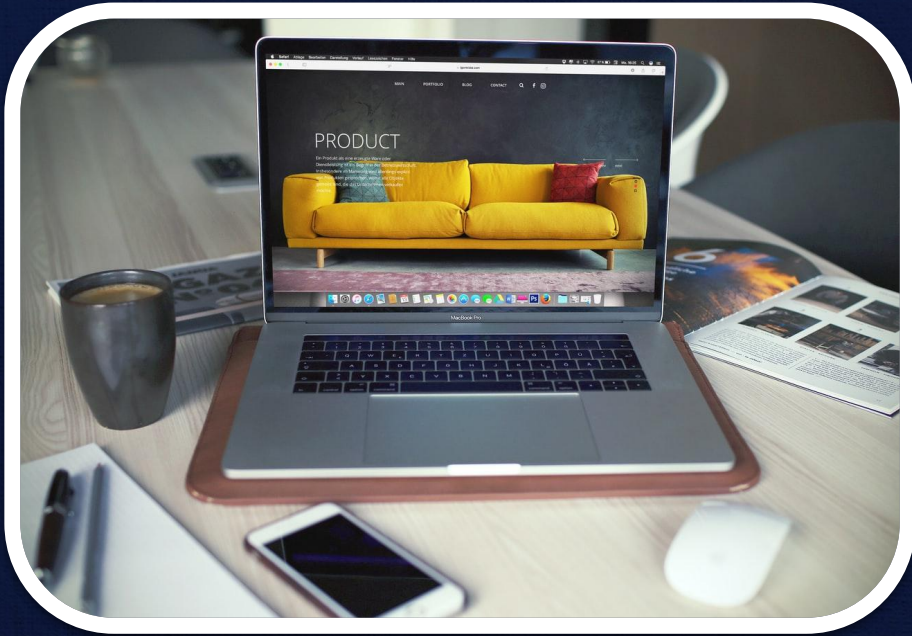
AGENDA

- Goals
- Reality
- Roadblocks
- Next Steps

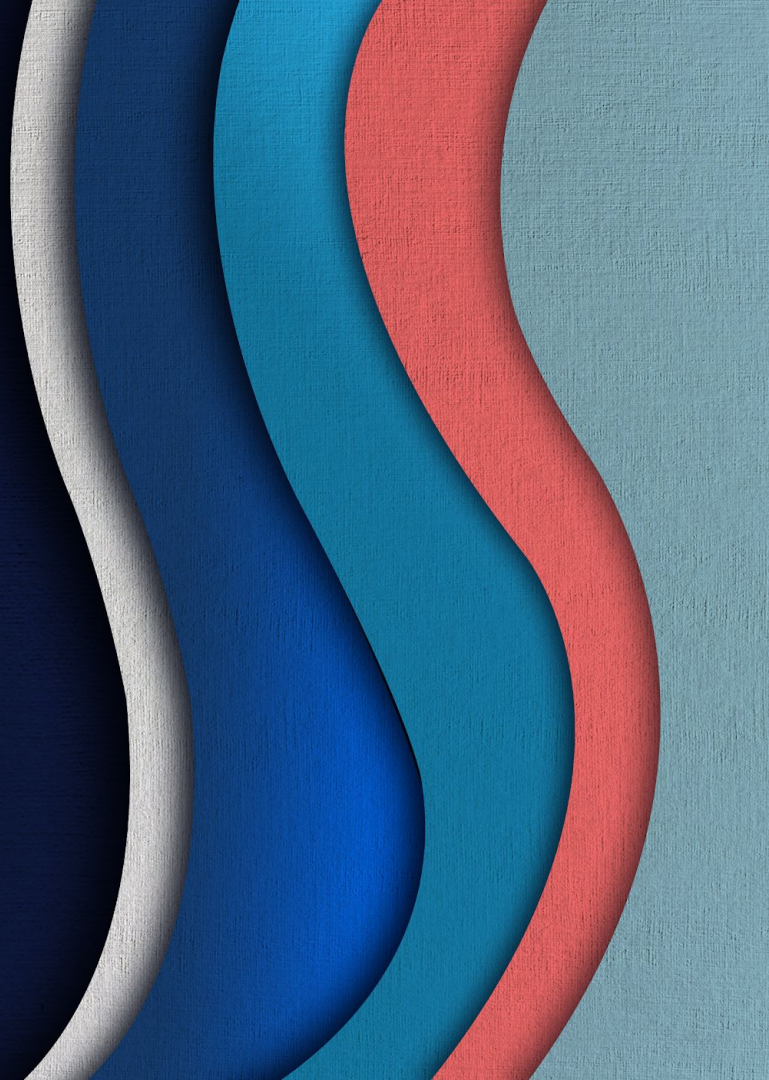


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**We've discovered that it's
not a shiny new website
with beautiful photos that
sells more tours...**



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It's the **messaging**
that matters.



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People don't read
anymore, they **scan.**



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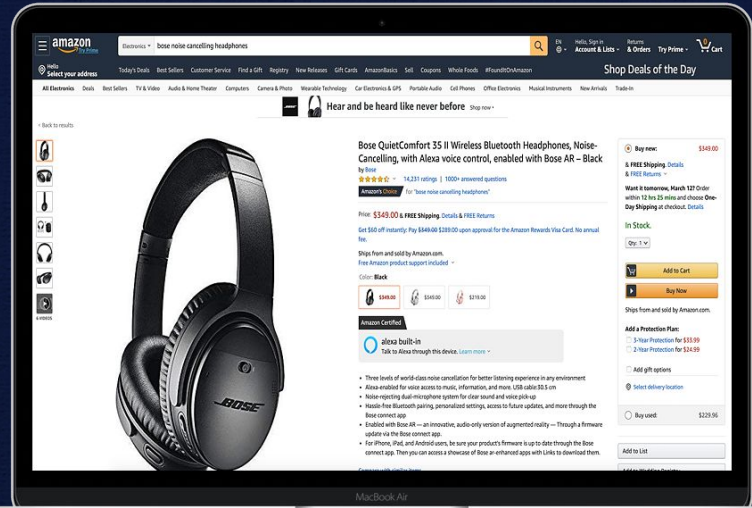


**Think about the last time
you bought something
on Amazon...**



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How can you
**generate more sales
every day?**



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You communicate more
simply and **clearly.**



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If you confuse your
customers, **you will lose.**



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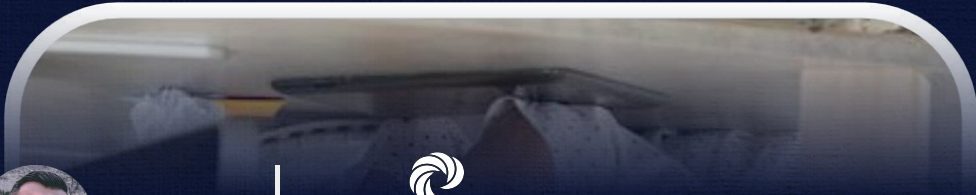


Your website needs
to pass the **drunk test.**



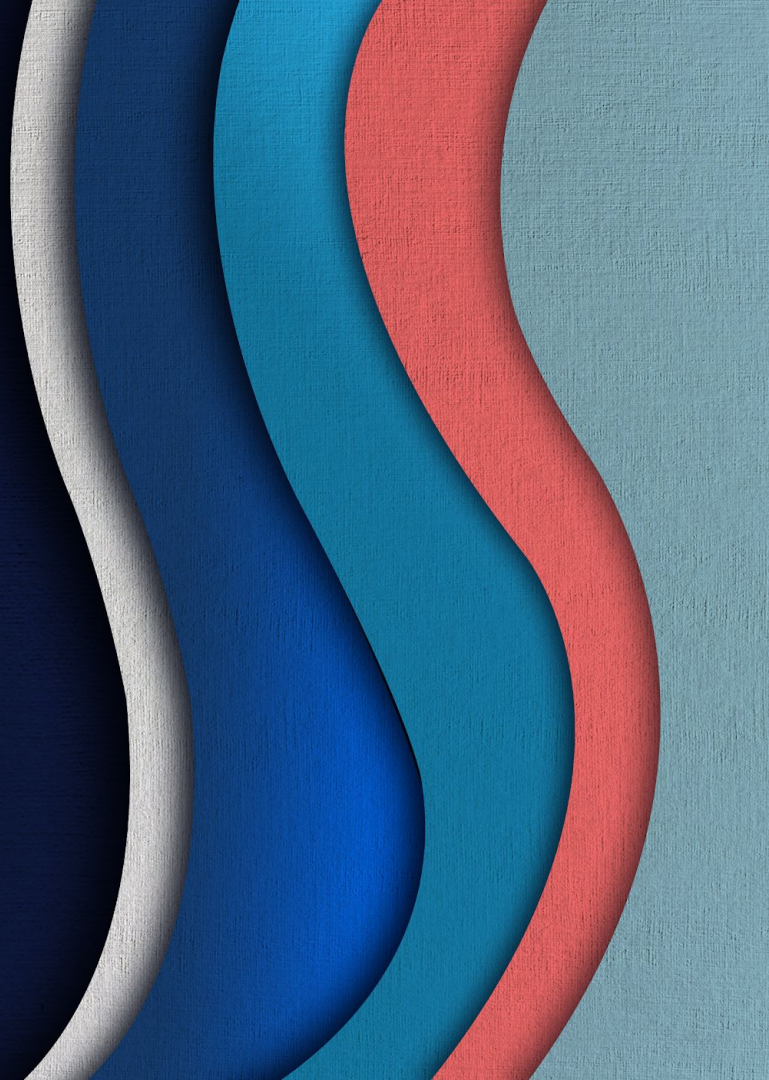
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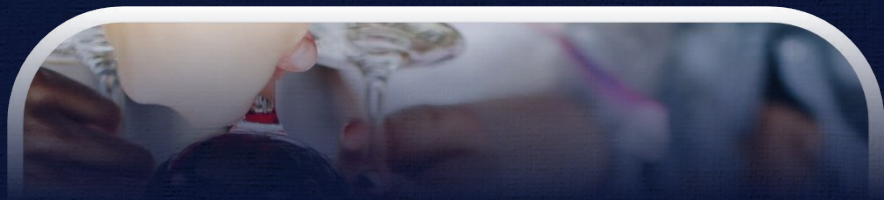




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What do you offer?



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**How will it make your
customer's life better?**



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How do I get it?



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Does your website answer
those three questions in the
first couple seconds?



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If not, you're losing sales
every day.



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